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Communication for development programmes in the United Nations system

Note by the Secretary-General

The Secretary-General hereby transmits the report of the Director General of the United Nations Educational, Scientific and Cultural Organization on communication for development programmes in the United Nations system, submitted pursuant to General Assembly resolution 50/130.

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Report of the Director General of the United Nations Educational, Scientific and Cultural Organization on communication for development programmes in the United Nations system

Summary

The present report is submitted in accordance with General Assembly Resolution 50/130, in which the Assembly requested the United Nations Educational, Scientific and Cultural Organization (UNESCO) to report to the Assembly on the implementation of that resolution, at its fifty-first session and on a biennial basis thereafter.

In the same resolution, the Assembly recognized the important role of communication for development programmes in the United Nations system to enhance the transparency of system-wide coordination, and emphasized the need further to facilitate inter-agency cooperation to maximize the impact of development programmes. The present report has been prepared with contributions from agencies, funds and programmes of the United Nations system, including the International Labour Organization (ILO), the United Nations Environment Programme (UNEP), UNESCO, the United Nations Industrial Development Organization (UNIDO) and the World Health Organization (WHO). It provides a description of how coordinated United Nations actions articulate communication for development, and recalls the core value of sustainable communication in any development intervention.

I. Introduction

1. The present report was prepared by UNESCO with inputs from other members of the United Nations system, including ILO, UNIDO, UNEP and WHO. It is submitted pursuant to General Assembly resolution 50/130, adopted on 20 December 1995, in which the Assembly recognized the important role of communication for development programmes in the United Nations system and the need to further facilitate inter-agency cooperation and to maximize the impact of development programmes.

2. Furthermore, in its resolution 51/172, the General Assembly stressed the need to support two-way communication systems that enable dialogue and allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development. Communication for development is now something that has been successfully integrated into programmes and activities and institutionalized on a system-wide level.

3. UNESCO recalls the fundamental changes that have occurred, and continue to occur, in the ways individuals obtain information and interact with media. Notably, the emergence of new technologies and platforms, combined with concerted efforts on the part of United Nations system entities, Governments and civil society organizations, has resulted in a much greater empowerment of citizens to have their voices heard and participate in the discussions surrounding important issues in their societies.

4. The Inter-Agency Round Table on Communication for Development, first created in the 1980s, held its thirteenth session from 16 to 18 September 2014, hosted by the Food and Agriculture Organization of the United Nations (FAO) in Rome. The meetings of the Round Table have been hosted on a rotating and voluntary basis to bring together United Nations organizations and international partners to discuss and debate the very broad, challenging and crucial role and practice of communication for development. No agency has currently volunteered to host the meeting in 2016 or any future meeting.

5. The thirteenth session focused on the theme "Mainstreaming communication for development in policies and programmes: enabling social inclusion to support food and nutrition security, resilient rural livelihoods and family farming". The recommendations from the meeting were presented to the General Assembly.

II. Communication for development in the current United Nations context

6. Since the previous report of the Director General to the General Assembly (A/69/217), the Assembly has adopted the 2030 Agenda for Sustainable Development and launched the Sustainable Development Goals. These Goals act as a central framework for global coordination on a wide variety of key issues.

7. Significantly, Sustainable Development Goal 16 calls for the promotion of peaceful and inclusive societies with specific targets to ensure public access to information and protect fundamental freedoms, as well as responsive, inclusive, participatory and representative decision-making at all levels. This focus on participation shows that the concept of communication for development must adapt

to changing views about how individuals and local communities can be empowered to contribute to the sustainable development of their own societies.

8. UNESCO advanced its work to facilitate effective media systems at the country level and to increase pluralism and diversity, in terms of both operations and editorial content. A major area of UNESCO activity in this field is the support of community media as a third pillar of the media sphere, and a complement to public and commercial broadcasters. This is being pursued through the encouragement of an enabling legislative environment in areas such as licensing, spectrum access and financing, combined with capacity-building for key skills, notably in information and communications technology (ICT).

9. The experiences of UNESCO in catalysing and participating in initiatives such as the Global Alliance of Partnerships on Media and Information Literacy, as well as the Global Alliance on Media and Gender, are signalling the need to build partnerships with non-governmental organizations and civil society organizations, in addition to facilitating cooperation among organizations of the United Nations system. These partnerships must be specific, time bound, benchmarked and results oriented.

10. UNIDO has established a knowledge management system that supports developing countries in acquiring and adapting knowledge to their specific contexts and development needs, and to enhance the knowledge capacities of the United Nations system. UNIDO promotes the implementation of Sustainable Development Goal 9 and the 2030 Agenda.

11. UNIDO recognizes the impact of knowledge management and network governance in development cooperation and continues to support knowledge networks to help policymakers to achieve economic and other development goals.

12. Communication has become crucial in most of the areas of work undertaken by UNEP. Communication interventions have been identified as essential to reduce vulnerability and strengthen resilience to climate change impacts and the risk of natural and man-made disasters. Communication campaigns have also been a key element of the support, capacity-building and awareness-raising provided to Member States to strengthen the implementation of ecosystem approaches for a green economy and ecosystem protection.

13. UNEP enhances the capacity of countries to generate, access, analyse, use and communicate environmental information and knowledge, including data related to gender aspects. Given that individuals are also key actors in bringing about change, UNEP has launched communication campaigns to raise awareness of the benefits of more sustainable consumption and lifestyles.

14. The main objective of UNEP on environmental governance is that global, regional and national policymaking is facilitated by environmental information made available on open platforms. UNEP uses innovative ICT to widen access to its information base and enhance the efficiency of, and engage broad stakeholder participation in, assessment processes and their outcomes.

15. UNEP supports awareness of emerging environmental issues, providing timely, evidence-based identification and communication of complex scientific information on emerging issues to policymakers and the public.

16. UNEP provides guidance and support to interested stakeholders, including businesses, industries and other major groups, in their efforts to develop strategies and partnerships that support national and sectoral policies in the context of sustainable development and poverty eradication. UNEP aims to use partnerships as an opportunity to expand its reach and to achieve greater impacts.

17. Since 2014, through the strengthening of its Division of Communications and Public Information, UNEP has improved its capacities to leverage a growing (digital) audience, use digital platforms and reach a significantly larger number of stakeholders. The organization is increasingly delivering results that require social mobilization and behaviour, as well as social change.

18. From its very beginning, WHO has acknowledged the importance of public participation in the achievement of health goals. The WHO Constitution, written in 1946, states that informed opinion and active cooperation on the part of the public are of the utmost importance in the improvement of the health of the people.

19. Many of the achievements of WHO have used communication for development strategies. They span from the eradication of smallpox, the intensified efforts to make the world free of polio, expansion of immunization programmes, implementation of child and maternal health initiatives, ensuring access to universal health coverage, creating social movements for preventing non-communicable diseases and combating infectious diseases such as HIV/AIDs, malaria and tuberculosis to the complex response to disease epidemics, all of which embrace the principles and strategies of communication for development. They place value on and create empowerment for people's participation, champion health literacy, acknowledge peoples' right to knowledge and information on risks they face and measures to protect themselves, and are evidence-based whenever possible.

20. In WHO, communication for development continues to be integrated into ongoing health programmes and initiatives. These programmes and initiatives have common features: engagement with a wide range of stakeholders (individuals, communities, health workers, policymakers, Governments, civil society, the private sector) and use of a variety of terms to describe that engagement: health promotion, health education, social mobilization, community engagement, communication for behaviour change, risk communication and translational communication. With changing needs, demands and preferences of both the public and other stakeholders, as well as tremendous advances in ICT, the work of WHO in communication for development has evolved considerably in recent years.

21. Over the past two years, there has been a shift in terminology, with the term "risk communication and community engagement" increasingly being used to refer to initiatives that would previously have been considered as communication for development, particularly within WHO.

III. United Nations country teams and communication for development

22. Communication for development is generally a welcome concept among resident coordinators and United Nations country teams. Nevertheless, it also requires explanation and very often creates a need to hold workshops for country team staff. While communication for development facilitates openness and leads to a targeted

discussion on communication issues that are tightly related to programmes as opposed to public relations, the lack of benchmarked objectives and resources both in terms of trained experts and financial inputs constrains long-term effectiveness.

23. Academically, the term is often considered to be in line with the origins of development assistance, which are superseded today by a wide range of methods and approaches. An important publication produced by academics at the Royal Melbourne Institute of Technology University in Melbourne, Australia, entitled *Evaluating Communication for Development: A Framework for Social Change*,[1] continues to provide important insights into the types of approaches taken by the United Nations system.

Strengthening grass-roots communication capabilities

24. UNESCO continues to encourage media actors in developing countries to exercise accountability in the interest of the public and to facilitate platforms and exercises for the integration of a focus on communication for development in national plans. The UNESCO project on "Empowering local radios with ICTs", with support from the Government of Sweden, carried out in Burundi, the Democratic Republic of the Congo, Kenya, Lesotho, Namibia, Rwanda, South Africa, Uganda, the United Republic of Tanzania and Zambia, has strengthened the capacity of 59 local and community radio stations to deliver humanitarian and disaster risk reduction information and to advance their involvement in inclusive initiatives. Upgrading the ICT capacity of the radio stations has proved to facilitate interaction with listeners and the development of local radio correspondents. This has strengthened local content production in line with audience needs. Interaction has also been strengthened between radio stations, local authorities and government.

25. The examples cited above highlight one of many approaches applied by UNESCO to strengthen communication capacities. At the same time, it is worth reflecting upon the further impact that such actions offer to enhance active networking and the dissemination of information. The information flows that are created by this type of activity offer legitimacy to radio stations that are serving marginalized communities. Their capacity to amplify grass-roots opinion is matched by the timely delivery of accurate and useful information to people who are directly affected by disasters and is thereby in accordance with international standards.

26. UNESCO continues to invite the participation of United Nations agencies, funds and programmes, as well as their country teams, in initiatives that employ participatory methodologies to strengthen the capacity of community radio, including through World Radio Day observations and initiatives under themes such as the participation of young people and emergency and disaster response. Radio station staff are trained to prioritize information according to relevance by sourcing additional information, and to network and present humanitarian and disaster relief information, as and when needed. UNESCO has also taken steps to ensure that new media technologies are integrated within participating radio stations and that gender equality is a mainstreamed focus.

[1] June Lennie and Jo Tacchi, *Evaluating Communication for Development: A Framework for Social Change* (Abingdon, United Kingdom, Routledge, 2013).

Addressing crisis, disaster and humanitarian emergency situations

27. UNESCO mobilized the radio networks of its partners across the Latin American and Caribbean region. Leading international broadcasting networks and organizations, such as the International Association of Broadcasters, the Caribbean Broadcasting Union, Radio France Internationale and the World Association of Community Radio Broadcasters, among others, have advertised, distributed and broadcasted the radio material. The national commissions of every Member State in the Latin American and Caribbean region were also involved (36 countries). At least 800 radio stations have broadcast the radio material across the region. However, this number could be much higher since UNESCO partners have distributed the material to all their members. In total, the campaign reached over 20,000 radio stations throughout the whole American continent.

28. The core principles of the media, such as diversity of sources, editorial independence and quality coverage, must continue to be respected during an emergency situation. UNESCO organized a two-day workshop on the topic "Inform, engage, investigate: lessons learned from the Zika outbreak", held in Panama City on 14 and 15 July 2016 with the participation of the International Federation of Red Cross and Red Crescent Societies (IFRC) and WHO. The workshop was an opportunity to gather public, private and association stakeholders involved in crisis management, disaster-relief operations and communications to allow them to exchange views on their respective realities, needs and constraints. Each session addressed a specific issue related to risk communication, from reporting medical data to effectively engaging affected communities and ensuring the media's principles are respected in perilous contexts.

29. The recent Ebola outbreak in West Africa was an unprecedented emergency not only for Guinea, Liberia and Sierra Leone, but for the whole world. The outbreak highlighted the current deficiencies in approaches to communication for development. In several high-level and field reviews of the international response to Ebola, risk communication and community engagement was seen as a priority area that needed to be much improved. In a review facilitated by WHO in November 2015, attended by 60 participants involved in the Ebola response (including WHO, UNICEF, Médecins sans frontières and the International Organization for Migration, as well as non-governmental organizations, civil society and religious leaders), recommendations were made for WHO and other international partners to embed risk communication and community engagement as a core strategy in response to epidemics, pandemics and other health emergencies. Many of these recommendations have been integrated into the new WHO emergency programme. Central to the concept is dialogue with communities and individuals, listening to people's perceptions, beliefs and fears, strengthening the capacity and ownership of countries in communicating effectively on health issues and risks to health, and communicating transparently so that people can take informed decisions to protect themselves and their loved ones. Responses to these and other recommendations have been initiated so as to strengthen the national and global capacity for risk communication and community engagement during emergencies, build on existing community engagement networks, ensure real-time research on risk communication and community engagement through social science research, develop evidence-based guidelines for risk communication and community engagement, and strengthen translational communication to transform science and facts into an understandable and contextualized form for affected populations (thereby enabling health literacy and community decision-making power).

30. In 2016, WHO developed the first ever global risk communication and community engagement strategy for the Zika response and launched a number of tools to help the public and other key stakeholders understand the risk from the Zika virus and protective measures. Key activities included the launch of a free Zika application (Zika app) in March 2016 that made information on the disease and its associated complications available to the public, health-care providers and decision makers. Since its launch, the Zika app has been made available in five languages (Arabic, English, French, Portuguese and Spanish so far) and has been used 15,000 times, with 42,000 screen views in more than 100 countries. The utility of the application seems to be high, with 60 per cent of sessions attributed to returning users. Of the people who viewed the application, 80 per cent downloaded it. A second innovative measure was the development of a knowledge, attitude and practice resource pack so that affected Governments and response partners could systematically generate evidence and insight for risk communication and community engagement. In collaboration with UNESCO, WHO provided knowledge packs and risk communication and community engagement material for journalists and broadcasters to mark World Radio Day in February 2016. This resulted in 400 radio events (public, private and community radio), 200,000 visits to the website and 2.7 million impressions on social media. WHO also leads the coordination of international response partners and runs a weekly coordination call for more than 100 experts and agencies to align good practice and communication for development strategies across the international response. WHO joined forces with the United Nations Children's Fund (UNICEF) and IFRC to produce a field guide for risk communication and community engagement for the Zika virus.

31. In a similar vein, WHO, UNICEF, IFRC and other organizations are collaborating on the unprecedented yellow fever outbreak in Angola and the subsequent spillover into the Democratic Republic of the Congo. Major challenges have arisen because of the spread of the outbreak and the limited availability of the yellow fever vaccine. Risk communication and community engagement strategies, including social mobilization and communication concerning the vaccine, are essential for vaccinating millions of at-risk populations and constraining the outbreak. Social mobilization is also essential to ensure people who have symptoms of yellow fever seek care early to increase their chances of survival and that communities fully participate in vector control activities to destroy mosquito breeding sites.

32. WHO also collaborated in early 2016 with FAO to respond with expertise on risk communication and community engagement to contain an avian influenza outbreak in Cameroon, and worked with affected governments such as Saudi Arabia to deal with community engagement for Middle East respiratory syndrome coronavirus.

33. Capacity-building by WHO for risk communication and community engagement has resulted in training of more than 1,500 officials and experts from 122 countries and an emergency communication network of 150 experts who can be deployed within 72 hours to support emergency responses that respect communication for development principles. This network currently has a deployment rate of 85 per cent. WHO collaborates with the World Organization for Animal Health to build capacity for risk communication and community engagement for disease outbreaks that arise at the animal-human interface and which may develop into a pandemic. During the period under review, WHO initiated the development of the first-ever evidence-based guidelines for risk communication and community engagement for the use of Member States, the United Nations system and key stakeholders.

34. Concerning non-communicable diseases, WHO is organizing with the Government of China the ninth Global Conference on Health Promotion, scheduled to be held in Shanghai, China, in November 2016. This conference, which will bring together 650 participants from among world leaders, ministers, mayors, experts, civil society, United Nations organizations, non-governmental organizations and others, aims to use health promotion to achieve the Sustainable Development Goals. Issues such as health literacy, social mobilization, urban epidemics, healthy cities, intersectoral actions and other strategies to craft a renewed, modern framework for health promotion to help reach the Goals will be agreed on. This conference, together with substantial lessons learned in recent disease epidemics, is likely to yield new and revised approaches that will shape the further evolution of communication for development within the United Nations system, its Member States and key stakeholders.

Knowledge-sharing and capacity-building

35. Knowledge-sharing is achieved through several UNIDO field-level initiatives, including the Industrial Knowledge Bank. Through this mechanism, UNIDO promotes tripartite cooperation and the exchange of knowledge to achieve industrial and economic development in countries of Latin America and the Caribbean within the framework of South-South cooperation. The Knowledge Bank, which was launched in 2009, promotes a model for cooperation and knowledge dissemination and communication, building on existing expertise shared among countries. Through this independent, flexible and reliable mechanism, needs are addressed with technical assistance by exchanging knowledge in real time.

36. UNIDO plays an active role in bringing together supply and demand of the different institutions and partner countries. It responds to technical assistance demands by making sure that cooperation takes place in the short-term and providing tools for project formulation when needed. The members of the International Knowledge Bank are able to perform as donors, as recipients or as both at the same time.

37. The Networks for Prosperity initiative, managed by UNIDO, builds on international cooperation and sustainable economic development and involves private sector development. This initiative provides insights into the functioning of knowledge networks and platforms based on empirical findings and analysis. Through the reports prepared under the initiative, UNIDO and the Leuven Centre for Global Governance Studies in Belgium provide a basis for policy considerations related to development while incorporating knowledge management.

38. Three reports have been launched so far, introducing the Connectedness Index, which is aimed at capturing the degree to which countries are networked both internally and internationally. The fourth report, published in 2014 and entitled *Networks for Prosperity: Advancing Sustainability through Partnerships*, sheds light on the role that networks, platforms and partnerships will play in achieving inclusive and sustainable development. It introduces an updated version of the Connectedness Index and discusses how the degree to which countries are networked at various levels has evolved over the years.

39. The Networks for Prosperity initiative has developed a comprehensive view of the relevance of knowledge networks in the context of economic development programmes, and how they can be used as a tool for improving policy effectiveness

and economic governance. It has thus facilitated the creation and building of knowledge networks in the field of private sector development policy and has opened opportunities for increased knowledge networking in that regard among developing countries. The initiative is expected to have a considerable impact on the understanding and use of South-South networks in development strategies and programmes, in particular in the field of economic development.

40. The Green Industry Platform is a joint initiative by UNIDO and UNEP, aimed at connecting stakeholders from the public sector, private enterprise and civil society to mainstream efforts and actions towards improving the environmental performance of existing industries and creating new industries delivering environmental goods and services through knowledge-sharing and capacity-building. The Green Industry Platform is a global, high-level multi-stakeholder partnership intended to act as a forum for catalysing, mobilizing and mainstreaming action on green industry around the world. It provides a framework for bringing together governmental, business and civil society leaders to secure concrete commitments and mobilize action in support of the green industry agenda, that is greening the manufacturing process and creating green industries for production of goods and services for domestic use or export.

Global digital campaigns

41. UNEP is committed to incorporating communication for development throughout its programmatic work so as to increase its effectiveness in building and disseminating knowledge and understanding of the challenges and opportunities in the transition to sustainable development and securing the social and behavioural outcomes that contribute to programme impact.

42. The main experience and capacity of UNEP with regard to communication for development lie in advocacy and social mobilization strategies. An example is the United Nations #Wildforlife campaign to reduce the illegal trade in wildlife and forest products, developed by UNEP in partnership with the United Nations Development Programme (UNDP), the United Nations Office on Drugs and Crime and the secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora. Contributing to the UNEP environmental governance programme, the initiative is a direct response to United Nations Environment Assembly and General Assembly mandates for a United Nations system-wide approach to the illegal trade.

43. The Wild for Life campaign highlights how the illegal trade in wildlife endangers many species of animals and plants, undermines global biodiversity, erodes natural capital, especially in developing countries, and fuels corruption and crime. It generates momentum for these issues to be addressed in international and national decision-making and to reduce demand for illegal wildlife products.

44. The campaign has harnessed the power of social media and the appeal of the UNEP celebrity Goodwill Ambassadors to engage people around the world through a dedicated, interactive, multilingual website. Visitors are invited to find their kindred endangered species and then encouraged to learn about the theme, change their personal behaviour and work in their social circles to amplify the message that wildlife crime should not be tolerated at either a personal or institutional level.

45. In 2016, the Wild for Life campaign dovetailed with the annual World Environment Day campaign to create the largest digital platform for social

mobilization at UNEP. By harnessing the power of social media, World Environment Day has become a major hub for awareness-raising and mobilization around annual environmental themes. In 2016, World Environment Day included events in more than 130 countries and Twitter/Facebook posts reached 13.7 million people, an increase of 470 per cent from 2015.

46. UNEP has also leveraged World Environment Day and social media to amplify its Think.Eat.Save campaign against food waste, part of its multi-year programme to foster sustainable consumption and production practices. In addition, since 2001, UNEP and UNESCO have been developing publications to help inform and educate young people on sustainable consumption and lifestyles. Youth Xchange publications have been translated into up to 22 languages and used in 50 countries.

IV. Collaborative action of the United Nations system organizations with civil society

Media development and freedom of expression

47. In line with its medium-term strategy to build inclusive knowledge societies and its biennial implementation priorities (to promote freedom of expression and information, foster capacities for universal access to knowledge and bridge the digital divide) UNESCO focused its work on supporting environments to facilitate independent and pluralistic media for democratic and sustainable development.

48. UNESCO, and especially the Communication and Information Sector, has for several years been focused more actively on media development to encourage improved democracy and governance, as well as improved participation of individuals within their societies. It is for this reason that UNESCO strongly advocates for media pluralism and diversity as positive forces for participative and inclusive societies.

49. Specific initiatives, including the development of media development indicators and other projects through the UNESCO International Programme for the Development of Communication, as well as activities focused on capacity-building and training, have demonstrated the contribution to the sustainable development of societies that these strategies can bring about.

50. Actions such as the 2012 proclamation of World Radio Day as an international day demonstrate that the General Assembly and the United Nations as a whole are also favourable to this approach of media development through improving access, pluralism and participation.

51. World Press Freedom Day continues to be a highly visible and important day on the annual United Nations calendar. Led by UNESCO, the 2015 commemoration took place at the new National Library of Latvia in Riga from 2 to 4 May. More than 80 events took place around the world. In 2016, World Press Freedom Day was celebrated from 2 to 4 May at Finlandia Hall in Helsinki. More than 900 participants from 107 different nationalities took part in the Day in Helsinki over the three days.

52. Since the previous report of the Director General, the General Assembly adopted resolution 68/163 which proclaimed 2 November as the International Day to End Impunity for Crimes against Journalists. The first commemoration was held on 2 November 2014 and was followed by the third Inter-Agency Meeting on the

Safety of Journalists and the Issue of Impunity. The second commemoration of the Day took place on 2 November 2015 in more than 20 countries.

53. UNESCO continued its work at the two Youth Information Centres located in Lebanon and Jordan, aimed at facilitating self-expression and communication and access to and sharing of information of displaced youth from the Syrian Arab Republic in both countries. The Centres, which include a media laboratory and a library, have enhanced information flows and provided non-formal education, social and economic services.

54. In the area of journalism education, especially with regard to promoting specialized journalistic literacies, the International Programme for the Development of Communication launched its new publication *Teaching Journalism for Sustainable Development: New Syllabi* in Mexico City at the Universidad Iberoamericana. The publication is explicitly linked to the role of UNESCO in advocating for the inclusion of media development within the newly adopted Sustainable Development Goals.

55. Since the start of 2014, UNESCO, in collaboration with credible independent national research institutions or groups of media experts, has successfully conducted national media assessments in Curaçao, Libya (partial assessment), Jordan, Madagascar, Mongolia, Myanmar, Palestine, South Sudan and Swaziland. These assessments were carried out in the framework of the media development indicators through the International Programme for the Development of Communication. Assessments using media development indicators were also carried out in Rwanda by UNDP and the Rwanda Media Commission and in Sri Lanka by International Media Support and the national Secretariat for Media Reform.

56. Furthermore, nine training workshops on the media development indicator methodology and international media standards were organized in the Dominican Republic, Jordan, Madagascar, Morocco, Myanmar, Swaziland, Thailand and Yemen, as well as a regional training workshop (Amman, April 2014) targeting senior media experts from the Arab region and aimed at developing a pool of potential partners for assessments using media development indicators.

57. UNESCO highlights that media pluralism is not complete without a sector that prioritizes community participation. In this regard, work is done to support policy and practice around community media. This media sector serves vulnerable, marginalized and indigenous people, and is important in contributing to disaster risk reduction and creating locally relevant content and solutions.

58. Initiatives such as the Global Alliance of Partnerships on Media and Information Literacy and the media and information literacy and intercultural dialogue International University Network continue to act as global mechanisms to accelerate the process of imparting media and information literacy competencies to all citizens. Specific activities included the second European Media and Information Literacy Forum, held in June 2016, and a massive open online course on media and information literacy for youth, involving over 2,000 young people from over 100 countries (55 per cent women and 45 per cent men).

59. UNESCO continues to encourage radio stations to implement the "Linking generations through radio" toolkit, an open access document that provides inclusive examples to allow a free exchange of ideas between girls and boys and increase

awareness of radio producers and managers about ethical and legal requirements, particularly when working with minors.

60. ILO, partnering with the Panos Institute, is working with media professionals, trade unionists and human rights advocates on improving current media reporting in the Middle East context and beyond, with a focus on labour migration. It aims to improve migrant protection by providing an opportunity for ILO to explain and debate with the media and trade unionists on the relevance of international labour standards and its policy agenda on fair migration. It also aims to build bridges between the labour movement, human rights organizations, grass-roots non-governmental organizations and journalists reporting on human and labour rights, allowing them to explore together "untold" stories and defend democratic values.

61. In tandem with the media initiative, ILO has produced training modules for journalists, contributed to the media friendly glossary on migration along with other United Nations organizations and in 2015 organized a global competition on reporting fairly on labour migration.

62. The ILO Rural Employment and Decent Work Programme produced a media guide on reporting rural issues in December 2014, aimed at promoting a more balanced and positive image of rural issues. Targeting editors, reporters, media trainers and professionals, the guide helps to widen the scope and quality of stories relating to the rural economy. Piloted with media professionals in Senegal, the guide serves as a framework for in-house and external media training, as a self-learning tool and a handy newsroom reference tool for editors, subeditors and reporters.

63. Supporting Children's Rights through Education, the Arts and the Media (SCREAM), is a long-running and successful programme run by the ILO International Programme on the Elimination of Child Labour. Launched in 2002, SCREAM is based on the belief that young people can be a driving force for change. Its aim is to promote awareness among young people about children's rights, with a focus on child labour, so that they in turn can speak out and mobilize their communities to act. Ultimately, SCREAM seeks to change social attitudes to promote a culture of respect for children's rights and to strengthen the worldwide movement against child labour.

64. The ILO-led Saphan Siang Youth Ambassador programme in Thailand is based on the belief that increased interaction with migrant workers leads to improved awareness and better understanding of issues relating to migrant workers. It aims to engage young people in the programme to improve the public's understanding and to promote a more positive image of migrant workers. Communication is integrated into the programme through the participants publishing blog posts to share their learning progress. These blogs were shared widely by the Youth Ambassadors themselves, through the campaign's social media platforms and through the campaign's network of affiliates and external media outlets.

65. ILO launched an outreach programme in 2014 to raise awareness about the Bangladesh labour law among workers in export-oriented industries and other sectors. The outreach programme was centred on a half-hour radio discussion programme on the Radio Today network, aimed at workers, supervisors and factory-level managers. A total of 16 episodes were produced, reaching 10 million listeners in industrial and urban areas. More than 2,600 text messages were received as well

as phone calls from all over the country. Audiences posed questions and took part in quizzes on the labour law.

66. "*Kamako Chhnoeum*", or "Outstanding Worker" has been developed by the Better Work programme, an ILO flagship initiative run jointly with the World Bank Group. Building on the enthusiasm for smart phones, it uses the technology to drive worker education initiatives in Cambodia and Indonesia. It uses a call-in voice response system that educates factory workers about labour rights by testing their knowledge using a multiple-choice quiz on one of three topics: wages and allowances, personal health, and occupational safety and health. A second part of the quiz allows workers to name the factory where they work and provide information about working conditions there. Radio materials were produced to raise awareness of the system, leading to a large increase in calls. In Indonesia the programme was supported by the Better Work Indonesia mobile phone app, allowing workers to access information relating to their wages, rights and benefits, as well as issues related to occupational safety and health issues.

Media and gender

67. UNESCO continues to pursue a series of actions to promote gender equality and women's empowerment in media operations and content, including the application of gender-sensitive indicators for media, supported through training exercises worldwide.

68. Other activities include the UNESCO-created Global Alliance on Media and Gender, comprised of a multi-stakeholder and civil society following, and the global survey on Governments' actions on gender and media.

69. The annual UNESCO-led Women Make the News event was held in both 2015 and 2016 on the occasion of International Women's Day (8 March). In 2016, the theme of the event was "Gender equality in the media is sustainable development: gender equality in the media by 2030."

V. Conclusions and recommendations

70. The United Nations system communication for development efforts focused on strengthening grass-roots communication capabilities, addressing crisis, disaster and humanitarian emergency situations, knowledge-sharing and capacity-building, and global digital campaigns. In addition, the United Nations system organizations collaborated with civil society in media development and freedom of expression as well as the promotion of gender equality and women's empowerment through media.

71. The Sustainable Development Goals, which include specific targets on public access to information and protecting fundamental freedoms, demonstrate the continued importance of communication and media as tools for the achievement of sustainable development. The integrated and transformative nature of the 2030 Agenda for Sustainable Development requires the United Nations system to work in a more coordinated and coherent way.

72. While the Inter-Agency Round Table on Communication for Development aimed to bring together United Nations organizations and international partners to discuss the crucial role and practice of communication for

development, attendance by organizations at the round tables and submissions for the report have been inconsistent and have lacked high-level representation and funding, limiting decision-making in this area. Despite this, communication for development and its underlying concepts have been successfully integrated into United Nations programmes and initiatives.

73. In view of these developments, Member States may wish to discontinue the report on communication for development, together with the Inter-Agency Round Table. The establishment of an alternative coordinative mechanism could be explored, if needed, that could allow for more effective and relevant cooperation among organizations. This could also contribute more directly to the 2030 Agenda for Sustainable Development and the Sustainable Development Goals and take into account the dramatic shifts in the technologies and levels of access to communications that have occurred over this time.